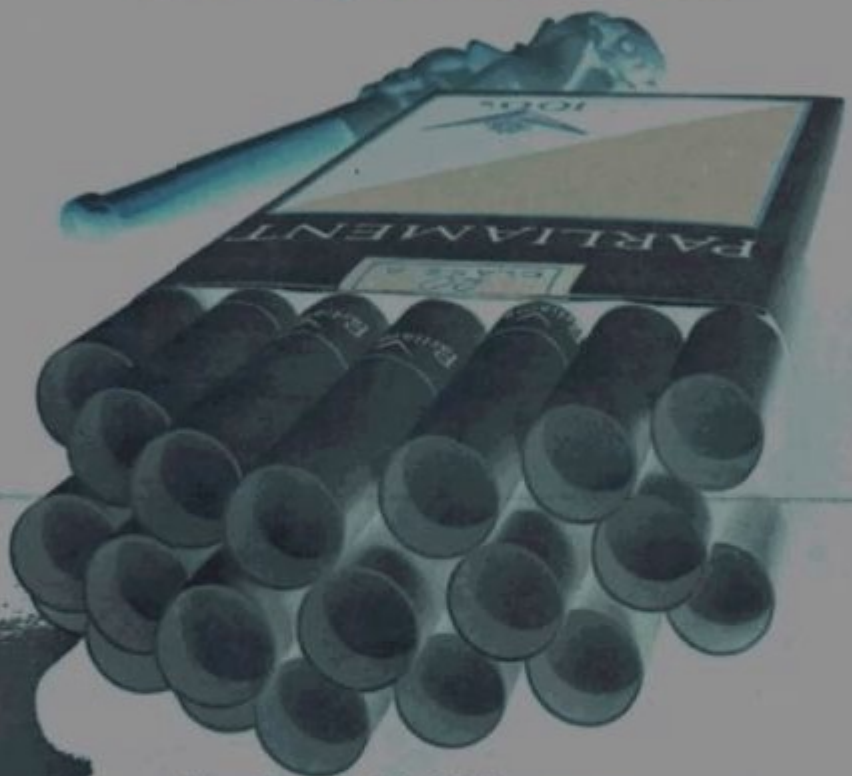
LEO BURNETT COMPANY, Inc.
Ad No. 279 (Lay down pack & holder) – Req. No. 70205 – 1 page – 4 colors – 10 x 12½ in. – Insider Supplements, 1971 (A)
Printed in U.S.A.

If you don't believe there's a cigarette holder on every Parliament...



look at it this way.

You're looking at 20 cigarette holders.

Each filter is recessed—neatly tucked inside. So you don't taste the filter. Just the good, clean flavor.

Try a Parliament cigarette holder. You'll see what we mean.

King Size and Charcoal 100's.

It works like a cigarette holder works.

Kings: 20 mg. "tar", 1.0 mg. nicotine
100's: 19 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report Nov. '70

Source: https://www.industrydocuments.ucsf.edu/docs/kgln0003
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